

PRODUCT INFORMATION 1  
SUPPLY SYSTEM

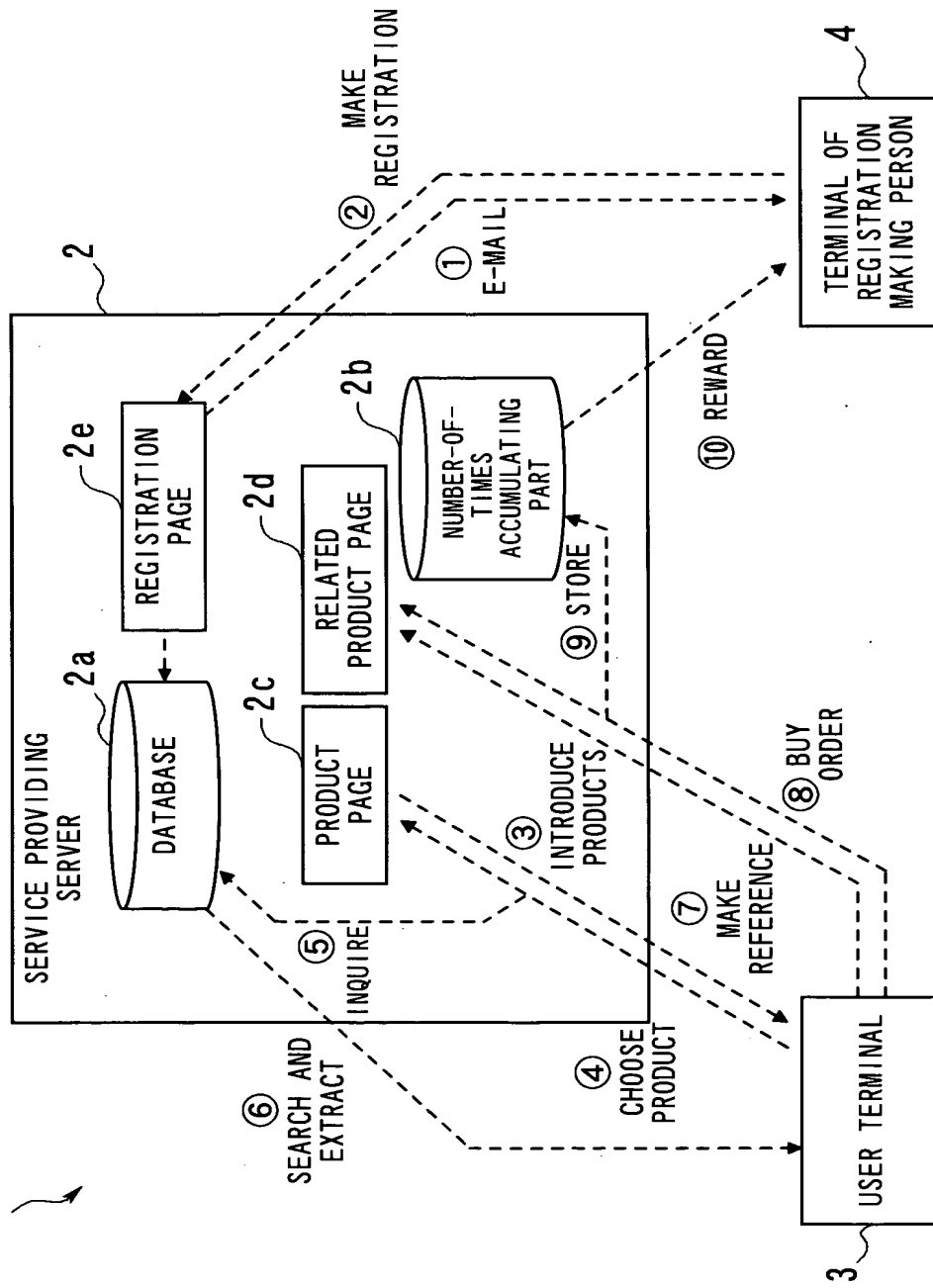


FIG. 1

PRODUCT INFORMATION 1  
SUPPLY SYSTEM

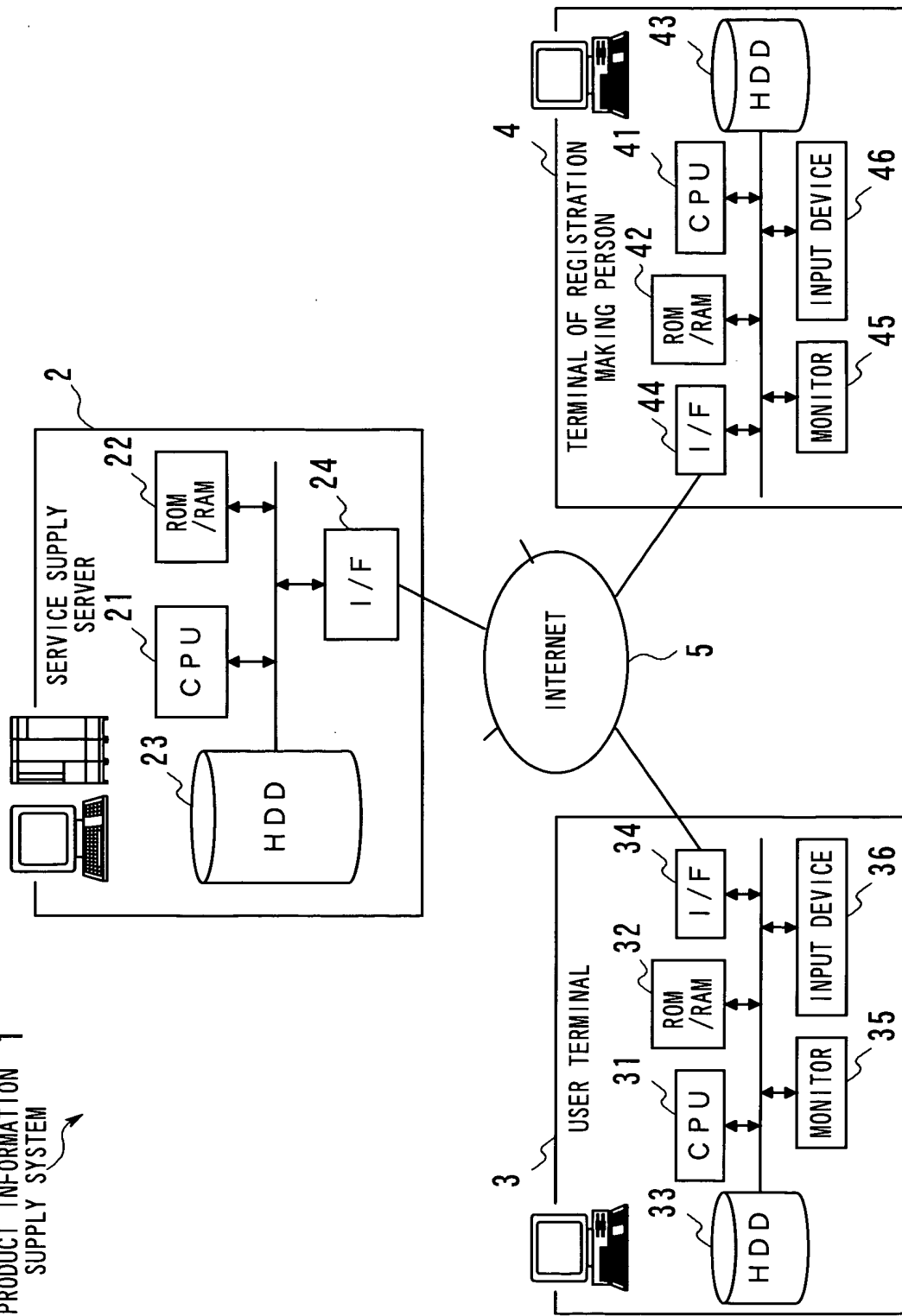


FIG. 2

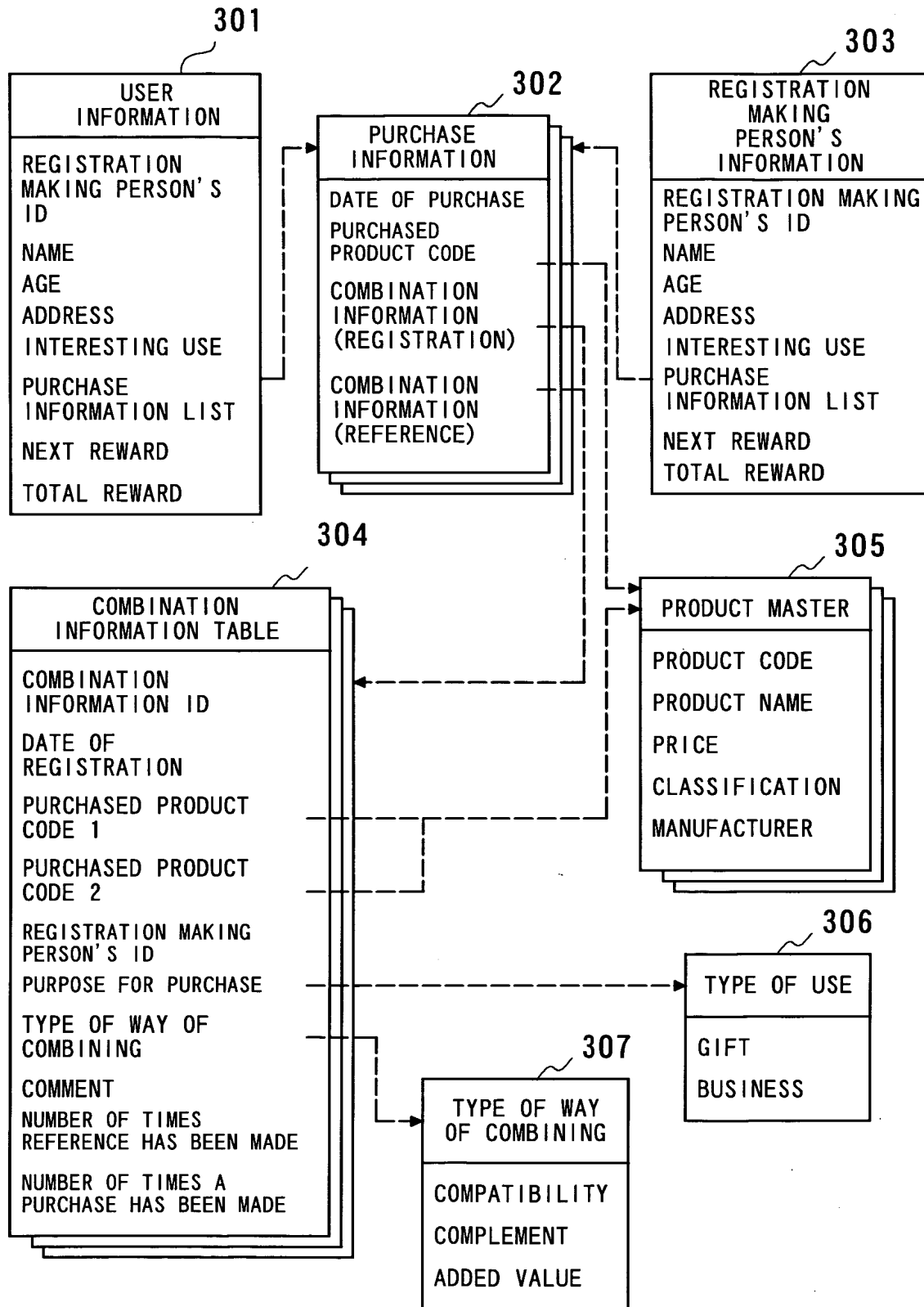


FIG. 3

400

401

Thank you for your purchase of personal computer "A".  
If you know a product that is convenient in concurrent use,  
please let us know.  
If another customer purchases a product by referring to your  
comment, we will give you a product discount coupon.

Product Classification      Product Name      Sales Shop

402      402a      403      404      404a

Use      Type of Way of Combining

405      405a      406      406a

Comments (convenient in "what",  
useful to "what", and so on)

407

FIG. 4

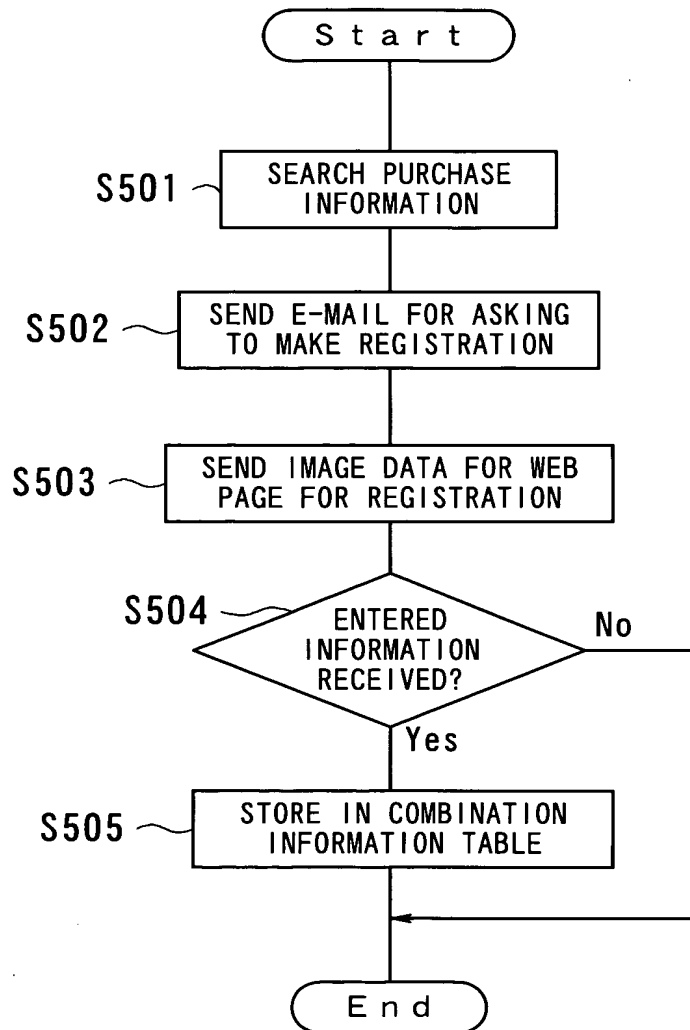


FIG. 5

600

You may consider a purchase of personal computer "A".  
There is a person who recommend simultaneously buying  
the following products.

\*PC carry case "B" → Go to shop — 606

"just fit size" (compatible) ☆☆☆ "mobile use"

605 — 601 — 602 — 604 — 603

to the details of recommendation information

\*Network card "C" → Go to shop

"Portability is comparatively good" (compatible)  
☆☆ "network use"  
to the details of recommendation information

\*Virtual CD-ROM software package "D" → Go to shop

"convenient when removing CD-ROM drive" (complementary)  
☆ "mobile use"  
to the details of recommendation information

FIG. 6

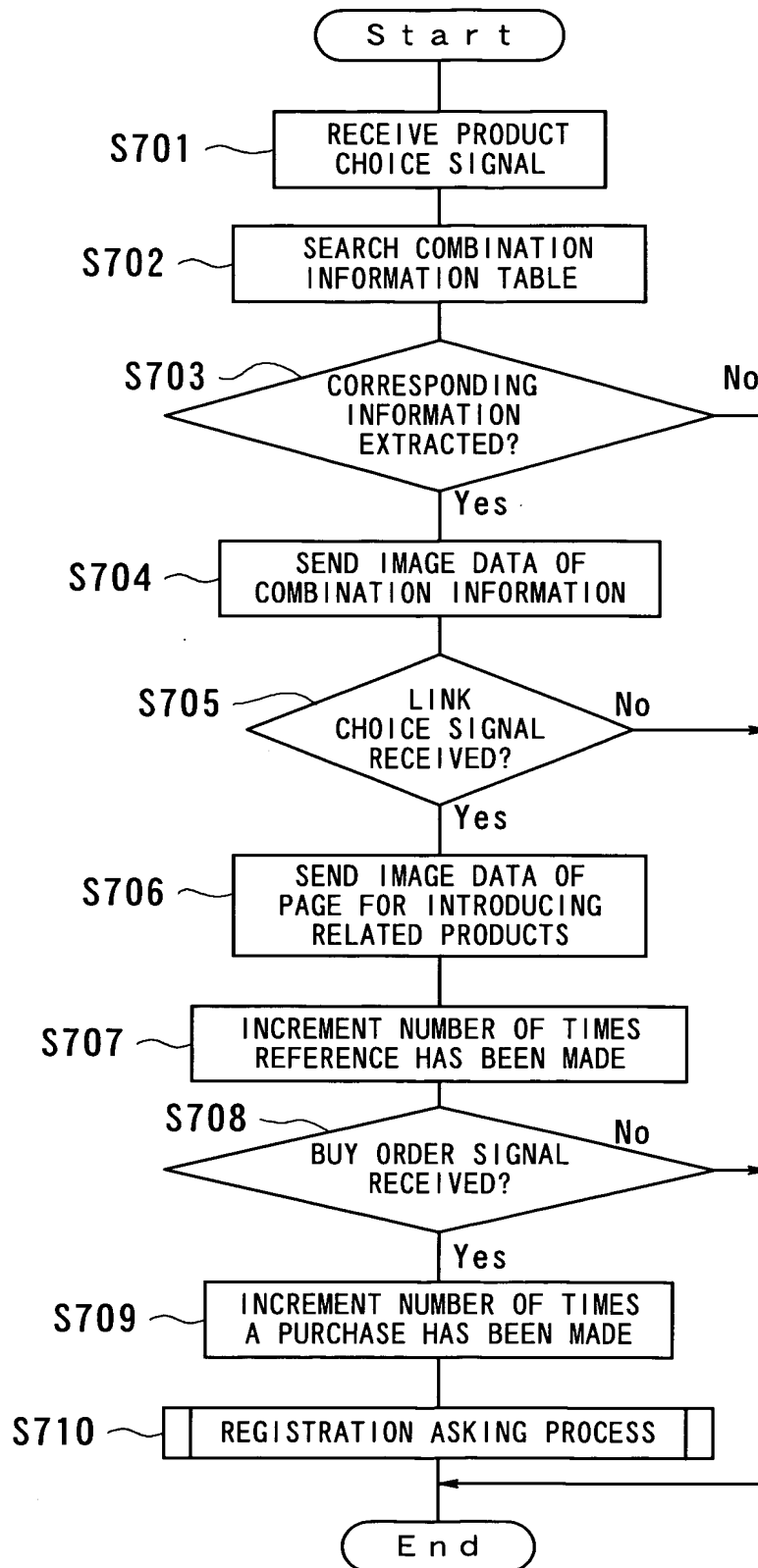


FIG. 7

Thank you for your purchase of personal computer "A".  
 You have simultaneously bought products listed below.  
 If you have any comment such that cooperative  
 use of these products is convenient or compatible,  
 please let us know.  
 If another customer purchases a product by referring  
 to your comment, we will give you a product discount coupon.

- Product 1  
     Product name  
     PC carry case "B" (purchased in bag shop E)
- Product 2  
     Product name  
     Virtual CD-ROM software package "D" (purchased in  
     software shop F)

Use

803

Type of Way of Combining

803a

804

804a

Comments (convenient in "what",  
 useful to "what", and so on)

805

FIG. 8



901

TARGET-BASED MARKETING INFORMATION	
AGE-BASED	INFORMATION LIST OF COMBINATIONS OF RECOMMENDED PRODUCTS
PURPOSE-BASED	INFORMATION LIST OF COMBINATIONS OF RECOMMENDED PRODUCTS
TASTE-BASED	INFORMATION LIST OF COMBINATIONS OF RECOMMENDED PRODUCTS
etc.	

FIG. 9 (A)

902

PURCHASER INFORMATION
PROFILE OF PURCHASED PRODUCTS
LIST OF PRODUCTS (RECOMMENDED PRODUCTS) THAT WERE NOT PURCHASED
ATTRIBUTES OF PURCHASER
etc.

FIG. 9 (B)

903

PRODUCT DEVELOPMENT/ IMPROVEMENT INFORMATION
PRODUCTS THAT WERE NOT PURCHASED ALTHOUGH COMBINATIONS THEREWITH WERE RECOMMENDED
LIST OF ITEMS TO BE IMPROVED
LIST OF SALES CHANNELS
etc.

FIG. 9 (C)

### MARKETING REPORT

We have analyzed information concerning a simultaneous purchase of notebook PC and PC carry case. Please use a set sales plan and product plan.

We have found that users of 20s and purchases of notebook PC "E" have a strong trend to choose "match in color/design" of the type of way of combining. For example, they comment "color is fit" or "design is good". The following combinations in terms of "match in color/design" are of good repute:

- notebook PC "A" and carry case "B"
- notebook PC "E" and carry case "F"

Many users over 50s comment "light" or "easy to carry."  
The following combinations are of good repute:

- notebook PC "A" and carry case "B"

The age-based ratio of simultaneous purchase

• 10s .....	3 %
• 20s .....	1 0 %
• 30s .....	8 %
• 40s .....	3 %
• over 50s .....	2 %

FIG. 10